



1/1

# FIG. 1

1.  
Raw data:  
Samples of all  
respondents to all  
stimuli

2.  
Samples of all  
respondents to a  
single stimulus

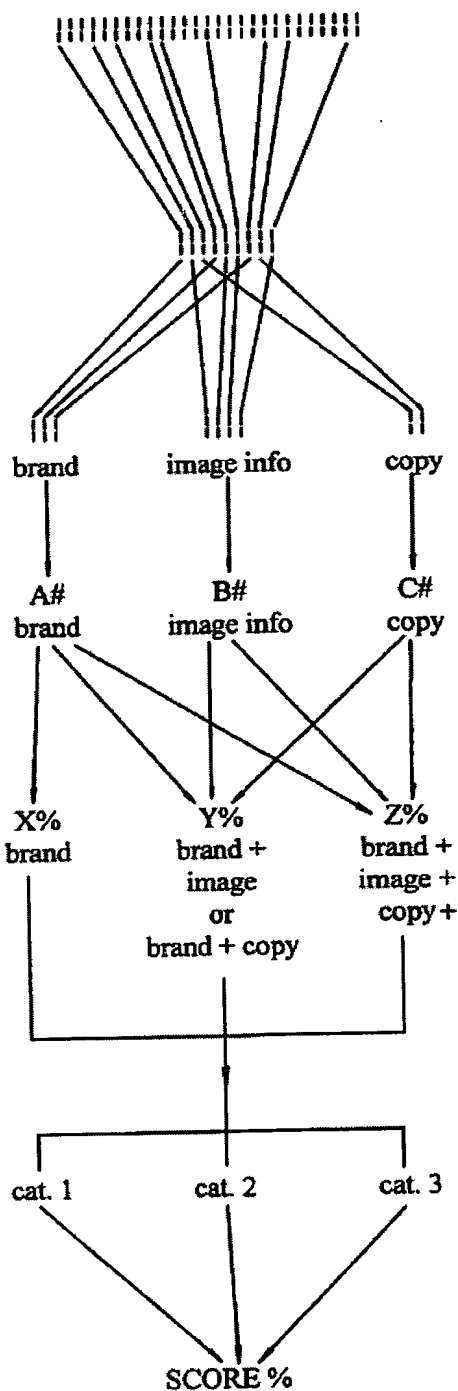
3.  
Extent to which  
gaze fixed on 3  
main elements of a  
single stimulus

4.  
Number of times  
gaze fixed per  
element

5.  
Scores per element  
or combination of  
elements

Standardisation  
Scores on  
performance aspects

6.  
Total score



Locations on which  
gaze was fixed for  
all respondents to all  
stimuli

All locations on an  
advertisement where  
gaze was fixed

Breakdown  
according to whether  
gaze fixed on brand,  
image info or copy

Number of times  
gaze fixed per  
element and time  
spent

Weighting factors

Example:  
- cat.1  
- cat.2  
- cat.3

$X\% + Y\% + Z\%$